

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : M. Scott Reichardt et al.
Filed : Concurrently Herewith
For : SYSTEMS AND METHODS FOR COORDINATING
INTERACTIVE AND PASSIVE ADVERTISEMENT
AND MERCHANDISING OPPORTUNITIES

Mail Stop Patent Application
Hon. Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

PRELIMINARY AMENDMENT

Sir:

Prior to examination, please amend the above-identified application as follows:

In The Specification

Please replace the paragraph on page 1, lines 5-7 with the following amended version of that paragraph:

This application is a continuation of United States patent application No. 09/731,115, filed December 6, 2000, which claims the benefit of United States provisional patent application No. 60/170,060, filed December 10, 1999.

In The Claims

Please cancel claims 1-84.

Please add the following new claims 85-136: